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PATENT
Customer No. 22,852
Attorney Docket No. 08011.0138

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

John Ferber et al.

Serial No.: 09/610,197

Filed: July 1, 2000

For: OPTIMAL INTERNET AD
PLACEMENT

) Group Art Unit: 2756

) Examiner: Unassigned

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

PRELIMINARY AMENDMENT

Prior to the examination of the above application, please amend this application as follows:

IN THE CLAIMS:

Please cancel claim 1.

Please add claims 2-15, as follows:

AT
-- 2. A method for optimizing selection of advertisements for transmission to a customer, comprising:

creating at least one customer profile for a possible recipient of advertisement data, said customer profile reflecting the recipient's interests in predetermined characteristics of the advertisement data;

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